

ebay

Inspiring Product Owners

The Challenge

How do you get every product owner (PO) at Ebay to become a more courageous and customer-focused Agile decision-maker?

Our Audience

X Product Owners at Ebay

Key Insight

Developing a team of Agile innovators requires more than tools and methods. It takes a leader's mindset and a collaborative culture to reinforce it.

Our Story

We're embracing Agile and pushing boundaries by providing a forum for POs to collaborate, experiment, and learn from rockstars in their field.

Creative Craft

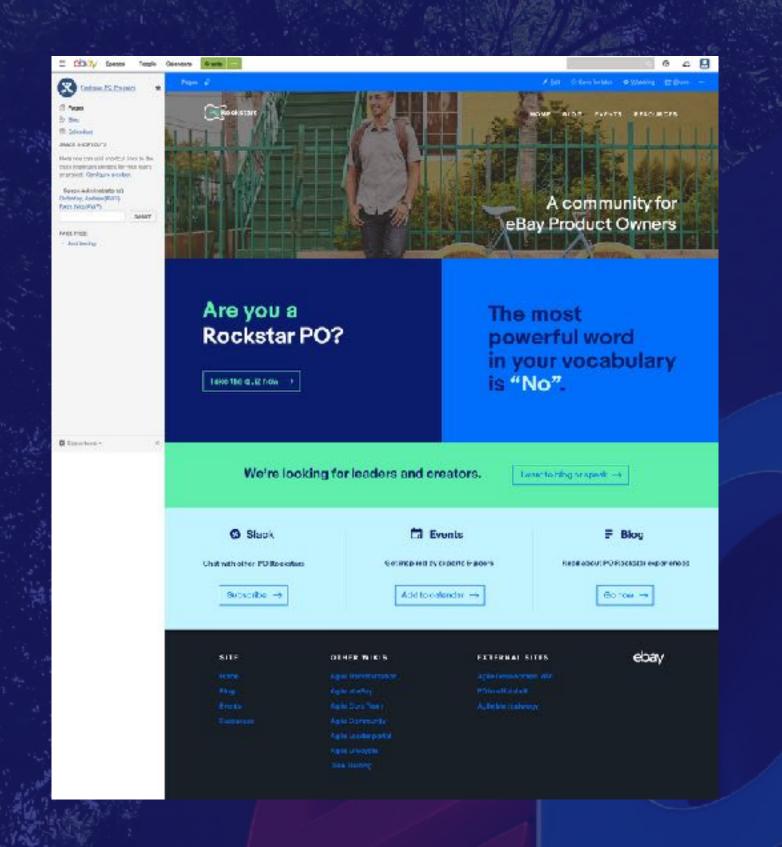
Launching "PO Rockstars," a branded community with channels for sharing ideas along with special events to introduce disruptive thinking and more effective ways of working



Let's dive in



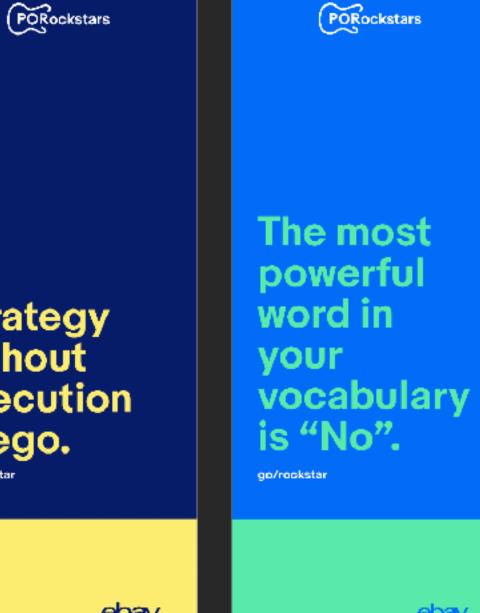
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The Rockstar Portal

Accessible intranet destination with evergreen content

Mindset Slogans

Creative content to inspire mindset and attitudes that drive courageous behaviors.



Inspiring Product Owners

Change Marketing™ at work

View events

About PO Rockstars



go/rockstar

PORockstars

presents

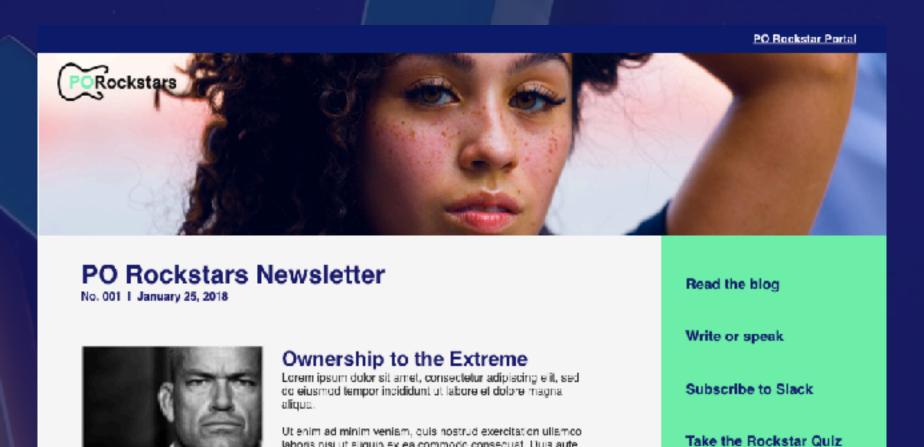
PATRICK SWEENEY

> FEAR **GURU**

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Continuous Innovation is a pipe dream, or is it?

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Branded Speaker Series

ebay

Experiential events with leading experts.

Swag

Turn advocates into walking billboards.

Newsletter

Consistent communication that people anticipate.